

Message Text

UNCLASSIFIED

PAGE 01 BONN 05895 041550Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----041944Z 053308 /44

R 041536Z APR 77
FM AMEMBASSY BONN
TO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
INFO SECSTATE WASHDC 7131
USDOC WASHDC
AMEMBASSY VIENNA
AMEMBASSY BERN

UNCLAS BONN 05895

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FOREIGN BUYERS PROGRAM

REFERENCE: UNCLAS BONN 05136 (NOTAL)

NOTE: FOLLOWING IS TEXT OF PROPOSED MESSAGE TO ALL
POSTS IN FRG, STATE, USDOC BERN AND VIENNA. POSTS
COMMENTS AND CLEARANCE ARE HEREBY INVITED.

1. EMBASSY'S THANKS TO ALL POSTS PARTICIPATING IN FBP
MEETING IN BONN, FRIDAY, MARCH 25. MEETING UNCOVERED
LARGE AREAS OF AGREEMENT AND SOME AREAS IN WHICH FURTHER
DEFINITION IS REQUIRED BEFORE WE HAVE AN AGREED STANDARD
OPERATING PROCEDURE. EMBASSY JUDGES MEETING A SOLID
SUCCESS IN IDENTIFYING MAJOR PROBLEM AREAS AND SUGGES-
TING SOLUTIONS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 05895 041550Z

2. FOLLOWING POINTS REPRESENT CURRENT STATE OF PLAY OF
OUR PROGRAM FOR FY 78:

A. WE WILL DEFINITELY WORK WITH HAPAG-LLOYD STUDIEN-
REISE OF FRANKFURT IN REGARD TO TWO SHOWS: INTELCOM AND
THE WOODWORKING MACHINERY/FURNITURE SUPPLY SHOW.

B. IN REGARD OTHER THREE RED CARPET SHOWS (SPORTING GOODS, HARDWARE, INSTRUMENTATION/AUTOMATION), CO-MANAGING POSTS ARE STILL EXPLORING ALTERNATIVES TO WORKING WITH HAPAG-LLOYD. OF THESE THREE SHOWS, WE FACE SERIOUS TIME PRESSURE ONLY WITH ONE (NATIONAL SPORTING GOODS ASSOCIATION SHOW IN JANUARY 1978) AND CO-MANAGING POST (MUNICH) HAS AGREED TO MAKE RECOMMENDATION ABOUT TRAVEL AGENT TO BE USED BY THURSDAY, APRIL 7, 77. OTHER TWO CO-MANAGING POSTS ARE URGED TO MAKE SIMILAR DECISION BY NO LATER THAN FRIDAY, MAY 6, 1977.

C. EACH CO-MANAGING POST WILL DRAFT GAME PLAN FOR ITS SHOW AND CLEAR IT WITH BONN PRIOR TO IMPLEMENTING AND DISTRIBUTING TO OTHER POSTS. GAME PLAN SHOULD CONTAIN QUANTIFIED GOALS WHENEVER POSSIBLE.

D. WE BELIEVE MISSION ABILITY TO FURNISH ESCORTS FOR SELECTED FBP EVENTS IS IMPORTANT AND WILL MAKE MEASURABLE CONTRIBUTION TO SUCCESS OF FBP PROGRAM FOR FRG. EMBASSY WILL, THEREFORE, QUERY USDOC AND/OR TOKYO AND OTHER POSTS WHICH HAVE ESCORT OFFICER PROGRAMS TO TRY TO FIND IDEAS ON WRITING SET OF INSTRUCTIONS TO ESCORTS (I.E. IN NATURE OF CHECK-LIST OF THINGS TO BE DONE).

E. TO EXTENT REALISTICALLY POSSIBLE, MISSION WILL WORK WITH THOSE TRAVEL AGENTS WHICH AGREE ROUTE TRAVELERS ON US CARRIERS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 05895 041550Z

F. WHILE CONCEPT OF QUANTIFIED GOALS IS DIFFICULT TO REALIZE, IT IS NOT RPT NOT IMPOSSIBLE AND SHOULD BE PURSUED, ESPECIALLY IN REGARD TO GENERAL ORDER OF MAGNITUDE OF PER CAPITA BUYING TO BE EXPECTED FROM AVERAGE GERMAN BUYER ATTENDING A GIVEN SHOW.

G. IN EVALUATING TRAVEL AGENTS CO-MANAGERS WILL CONSULT WITH USTS. STOESSEL.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 04-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BONN05895
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770117-0023
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770492/aaaadcoz.tel
Line Count: 105
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 554501ab-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 06-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2912336
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYERS PROGRAM
TAGS: BEXP, GE
To: USBERLIN BREMEN
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/554501ab-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009